



ORDER

Flight Dates **10/18/12-10/24/12**

Contract / Revision **310959 /**

Original Date / Revision
09/13/12 10/03/12

Advertiser **Paton / Republican / Congre**

Agency **Strategic Media Services**

Buying Contact

**3299 K Street NW - Suite 200
Washington, DC 20007**

Product

Paton for Congress

Agency Com 15%

Billing Contact

**3299 K Street NW - Suite 200
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:13:00

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 15% Market Value 98000

Competing Station	% of Order	Amount
CABLE	%	0
KASW	1%	980
KDRX	%	0
KPHO	27%	26460
KPNX	18%	17640
KPPX	%	0
KSAZ	21%	20580
KTVK	18%	17640
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	33	\$12,495.00	\$14,700.00	0.00
Totals	33	\$12,495.00	\$14,700.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/24/12	33	\$12,495.00	\$14,700.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KNXV	10/18/12	10/19/12	M-F 6-7am M-F 6-7am	CM	6am-7am	---TF--	:30	2	\$250.00	P-3	0.00 NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	---TF--	2		\$250.00		0.00					
N 2	KNXV	10/22/12	10/24/12	M-F 6-7am M-F 6-7am	CM	6am-7am	MTW----	:30	3	\$250.00	P-3	0.00 NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	MTW----	3		\$250.00		0.00					
N 3	KNXV	10/18/12	10/19/12		CM	7am-9am	---TF--	:30	2	\$250.00	P-3	0.00 NM	2	\$500.00



KNXV

Print Date: 10/03/12

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Hiatus Dates

Original Date / Revision 09/13/12/ 10/03/12

Order Sep 00:13:00

Advertiser **Paton / Republican / Congr** Product **Paton for Congress**

Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 7-9am											
				M-F 7-9am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---TF--	2		\$250.00		0.00						
N 4	KNXV	10/22/12	10/24/12	M-F 7-9am	CM	7am-9am	MTW----	:30	3	\$250.00	P-3	0.00	NM	3	\$750.00
				M-F 7-9am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MTW----	3		\$250.00		0.00						
N 5	KNXV	10/18/12	10/19/12	M-F 10am-11am	CM	10am-11am	---TF--	:30	2	\$450.00	P-3	0.00	NM	2	\$900.00
				The View											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---TF--	2		\$450.00		0.00						
N 6	KNXV	10/22/12	10/24/12	M-F 10am-11am	CM	10am-11am	MTW----	:30	3	\$450.00	P-3	0.00	NM	3	\$1,350.00
				The View											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MTW----	3		\$450.00		0.00						
N 13	KNXV	10/18/12	10/19/12	M-F 5pm-530pm	CM	5pm-530pm	---TF--	:30	2	\$550.00	P-3	0.00	NM	2	\$1,100.00
				M-F 5pm-530pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---TF--	2		\$550.00		0.00						
N 14	KNXV	10/22/12	10/24/12	M-F 5pm-530pm	CM	5pm-530pm	MTW----	:30	3	\$550.00	P-3	0.00	NM	3	\$1,650.00
				M-F 5pm-530pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MTW----	3		\$550.00		0.00						
N 15	KNXV	10/18/12	10/19/12	M-F 6pm-630pm	CM	6pm-630pm	---TF--	:30	2	\$550.00	P-3	0.00	NM	2	\$1,100.00
				M-F 6pm-630pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---TF--	2		\$550.00		0.00						
N 16	KNXV	10/22/12	10/24/12	M-F 6pm-630pm	CM	6pm-630pm	MTW----	:30	3	\$550.00	P-3	0.00	NM	2	\$1,100.00
				M-F 6pm-630pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MTW----	3		\$550.00		0.00						
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
2		KNXV	10/22/12-10/28/12	M-F 6pm-630pm	6pm-630pm		MTW-----	:30	(\$550.00)	0.00	NM				
See MG 18.4, 18.5, 18.6															
[na due to program change preempt rv 9/14]															
N 19	KNXV	10/18/12	10/19/12	M-F 10-1035pm	CM	10pm-1035pm	---TF--	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
				10pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---TF--	1		\$850.00		0.00						
N 20	KNXV	10/22/12	10/24/12	M-F 10-1035pm	CM	10pm-1035pm	MTW----	:30	2	\$850.00	P-3	0.00	NM	2	\$1,700.00
				10pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MTW----	2		\$850.00		0.00						
N 22	KNXV	10/21/12	10/21/12	Su 8-9am	CM	8-9am	-----S	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
				ABC This Week											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	1		\$350.00		0.00						
N 25	KNXV	10/21/12	10/21/12	Su 5pm News	CM	5pm-530pm	-----S	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
				SU 5pm-530pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	1		\$350.00		0.00						



KNXV

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														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N25	KNXV	10/21/12	10/21/12	Su 5pm News SU 5pm-530pm News	CM	5pm-530pm	-----S	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
N26	KNXV	10/21/12	10/21/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----S	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	1			\$850.00	0.00						
N27	KNXV	10/20/12	10/20/12	Sa 4pm/5pm News Sa 4pm/5pm News	CM	4-430p/5-530p	-----S-	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	2			\$350.00	0.00						
N29	KNXV	10/21/12	10/21/12	SU 430pm-5pm SU 430pm-5pm	CM	430pm-5pm	-----S	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	1			\$200.00	0.00						

*Tax 1 Note: Tax 0.5%.